

#4

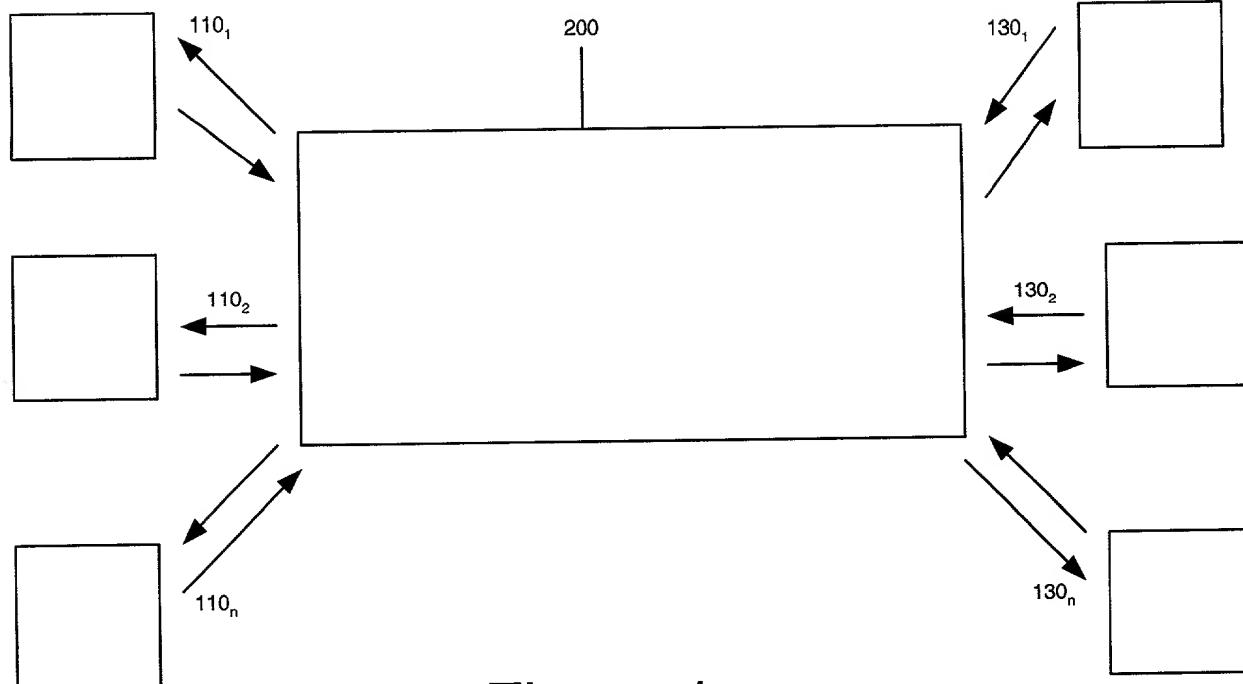


Figure 1

TO/FROM CONSUMER  
COMPUTERS AND OFFERING  
COMPANIES AND  
ORGANIZATION COMPUTERS

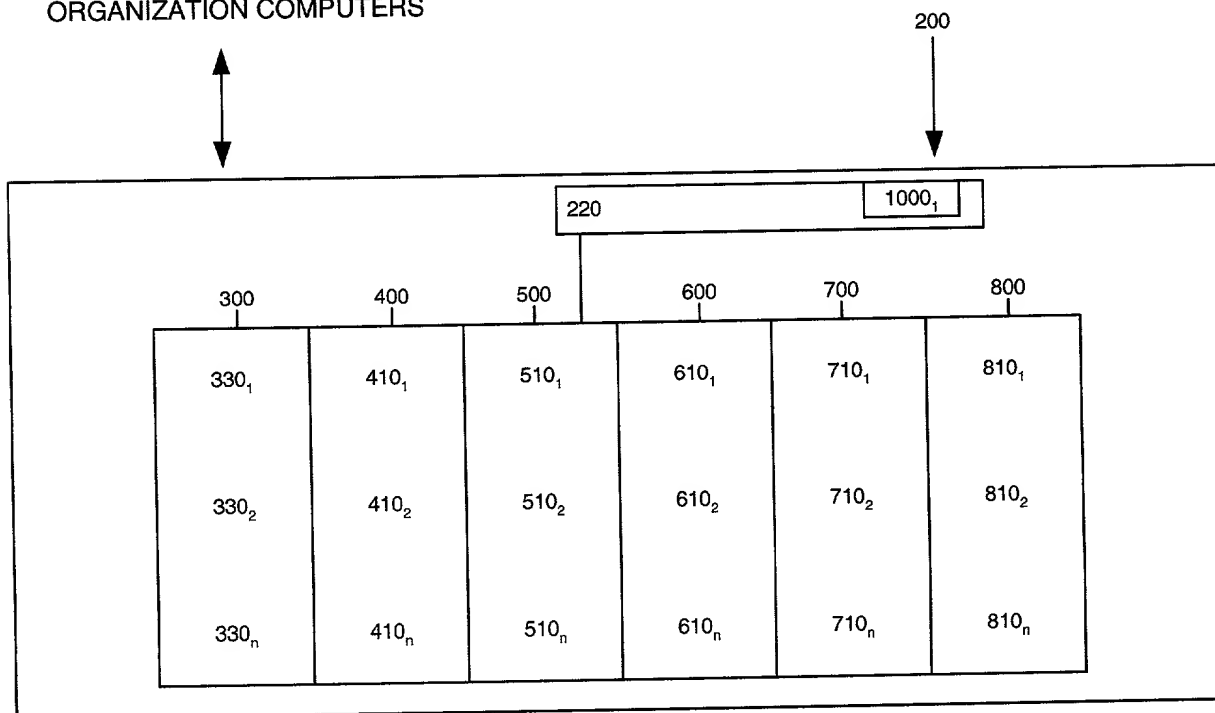


Figure 2

00924050-10501

FILE	OFFERING COMPANY NAME 340	OFFERING COMPANY IDENTIFIER 350	LOYALTY PROGRAM IDENTIFIER(S) 360	OFFERING COMPANY CONTACT INFORMATION 370
330 <sub>1</sub>	Sears	350 <sub>1</sub>	360 <sub>1</sub> -360 <sub>n</sub>	370 <sub>1</sub>
330 <sub>2</sub>	United Airlines	350 <sub>2</sub>	360 <sub>1</sub> -360 <sub>n</sub>	370 <sub>2</sub>
330 <sub>n</sub>	First USA Visa	350 <sub>n</sub>	360 <sub>1</sub> -360 <sub>n</sub>	370 <sub>n</sub>



PURCHASING INCENTIVE	MEMBER NUMBER	AUTHORIZATION INFORMATION
365	375	385
365 <sub>1</sub> -365 <sub>n</sub>	375 <sub>1</sub> -375 <sub>n</sub>	385 <sub>1</sub> -385 <sub>n</sub>

Figure 3

FILE	CONSUMER NAME	CONSUMER MARKETING DATA	CONSUMER IDENTIFYING NUMBER	CONSUMER MEMBERSHIP INFORMATION
410	420	430	440	460
410 <sub>1</sub>	420 <sub>1</sub>	430 <sub>1</sub>	440 <sub>1</sub>	460 <sub>1</sub> -460 <sub>n</sub>
410 <sub>2</sub>	420 <sub>2</sub>	430 <sub>2</sub>	440 <sub>2</sub>	460 <sub>1</sub> -460 <sub>n</sub>
410 <sub>n</sub>	420 <sub>n</sub>	430 <sub>3</sub>	440 <sub>3</sub>	460 <sub>1</sub> -460 <sub>n</sub>



LOYALTY PROGRAM	OFFERING COMPANY IDENTIFIER	CONSUMER AUTHORIZATION INFORMATION
460 <sub>n</sub>	350 <sub>n</sub>	385 <sub>n</sub>

Figure 4

PIQ SUBMISSION	PIQ TRACKING NUMBER	CONSUMER IDENTIFYING NUMBER	PIQ SUBJECT MATTER DESCRIPTION	PIQ CONDITIONS OR ANCILLARY INFORMATION
510	520	450	530	540
510 <sub>1</sub>	520 <sub>1</sub>	450 <sub>1</sub>	530 <sub>1</sub>	540 <sub>1</sub>
510 <sub>2</sub>	520 <sub>2</sub>	450 <sub>2</sub>	530 <sub>2</sub>	540 <sub>2</sub>
510 <sub>n</sub>	520 <sub>n</sub>	450 <sub>n</sub>	530 <sub>n</sub>	540 <sub>n</sub>

Figure 5

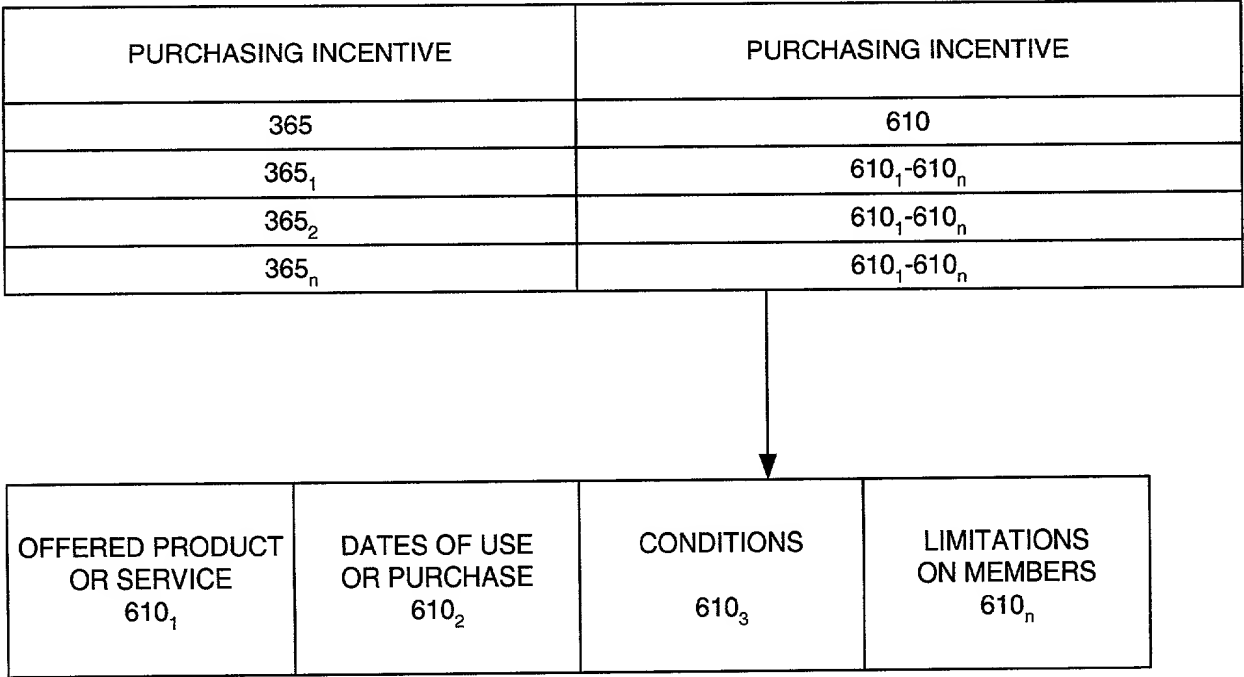


Figure 6

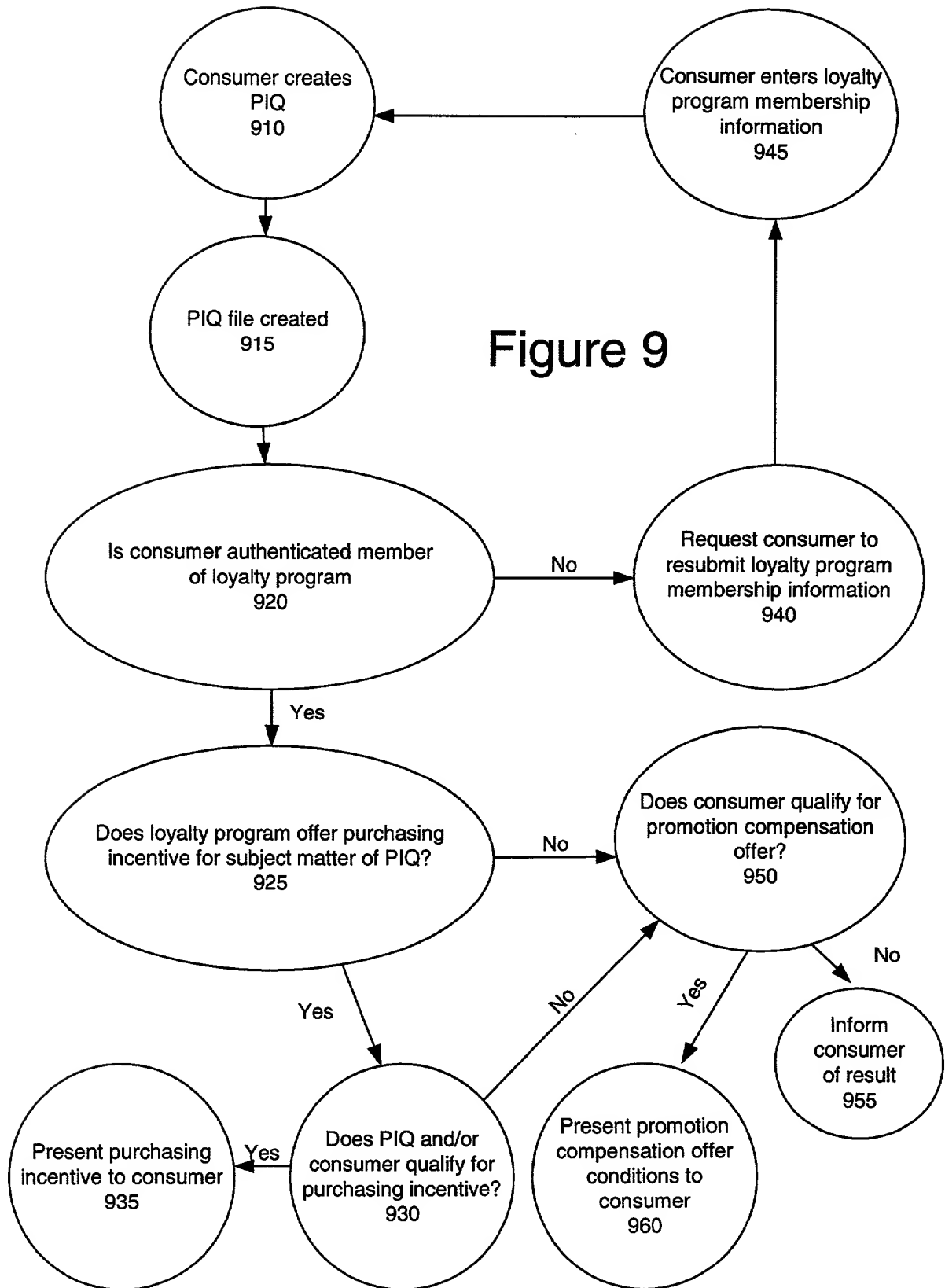
PROMOTION COMPENSATION OFFERS	PROMOTION COMPENSATION IDENTIFIER	PROMOTION COMPENSATION RULES AND CONDITIONS	PROMOTION COMPENSATION DESCRIPTION
710	720	730	740
710 <sub>1</sub>	720 <sub>1</sub>	730 <sub>1</sub>	740 <sub>1</sub>
710 <sub>n</sub>	720 <sub>2</sub>	730 <sub>2</sub>	740 <sub>2</sub>
710 <sub>2</sub>	720 <sub>n</sub>	730 <sub>n</sub>	740 <sub>n</sub>

Figure 7

PIQ FILE 810 <sub>n</sub>
PIQ TRACKING NUMBER 520 <sub>n</sub>
PIQ SUBJECT MATTER DESCRIPTION 530 <sub>n</sub>
CONSUMER IDENTIFYING NUMBER OR NAME 420 <sub>n</sub> and/or 450 <sub>n</sub>
OFFERING COMPANY IDENTIFIER 350 <sub>n</sub>
LOYALTY PROGRAM NUMBER 360 <sub>n</sub>
PIQ STATUS 820 <sub>n</sub>
PROMOTION COMPENSATION DESCRIPTION 740 <sub>n</sub>
PROMOTION COMPENSATION STATUS 830 <sub>n</sub>

Figure 8

09921050 410504



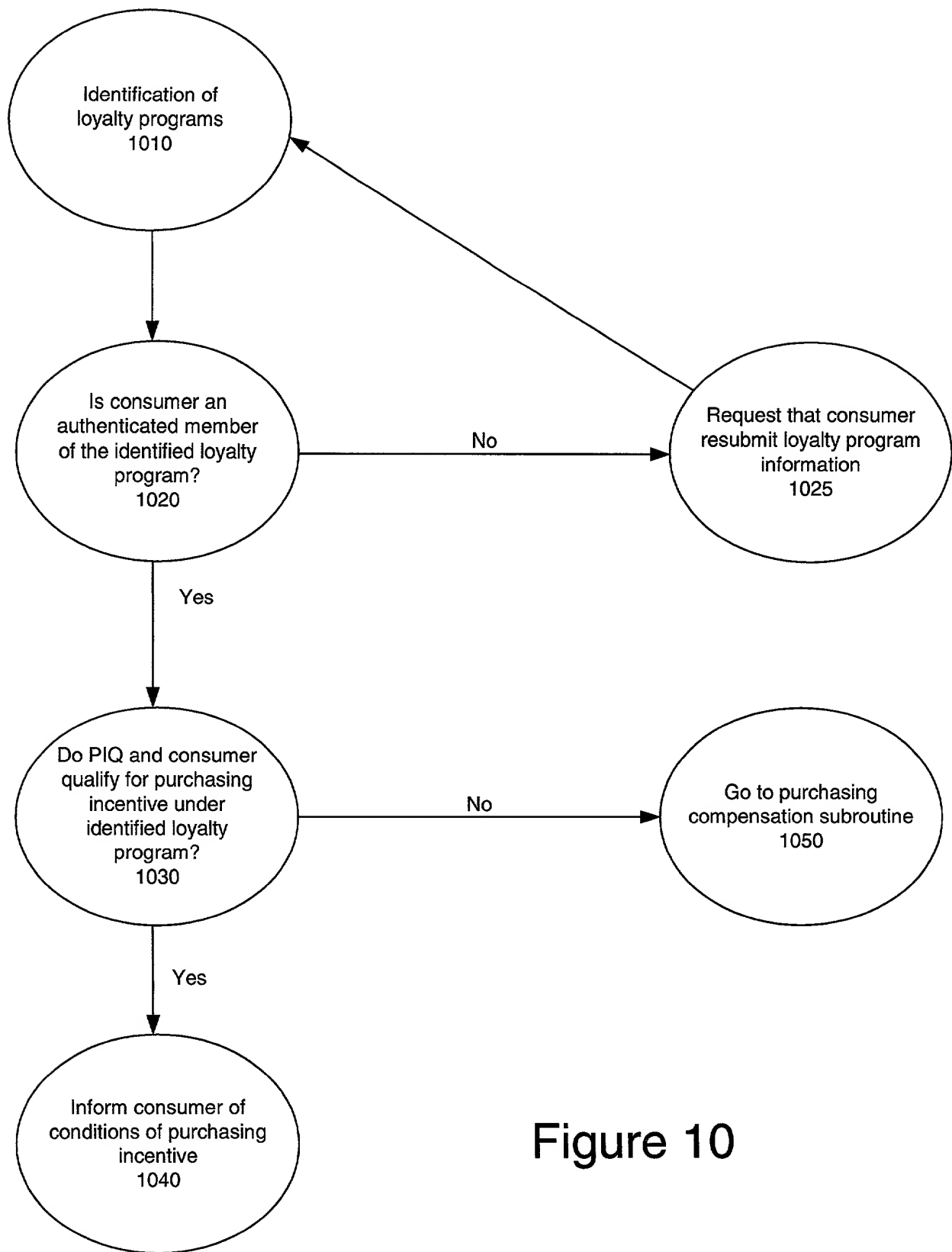


Figure 10

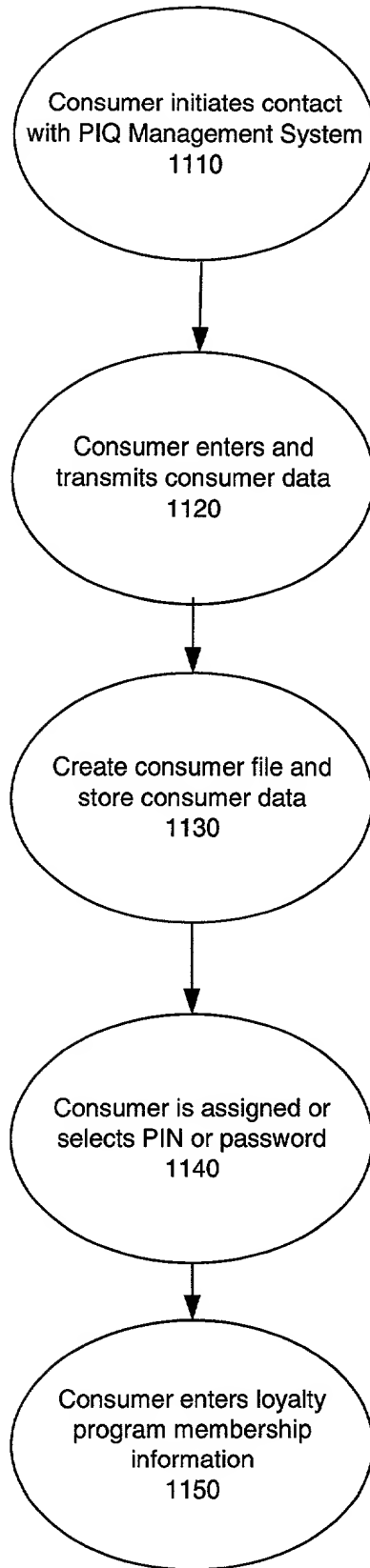


Figure 11

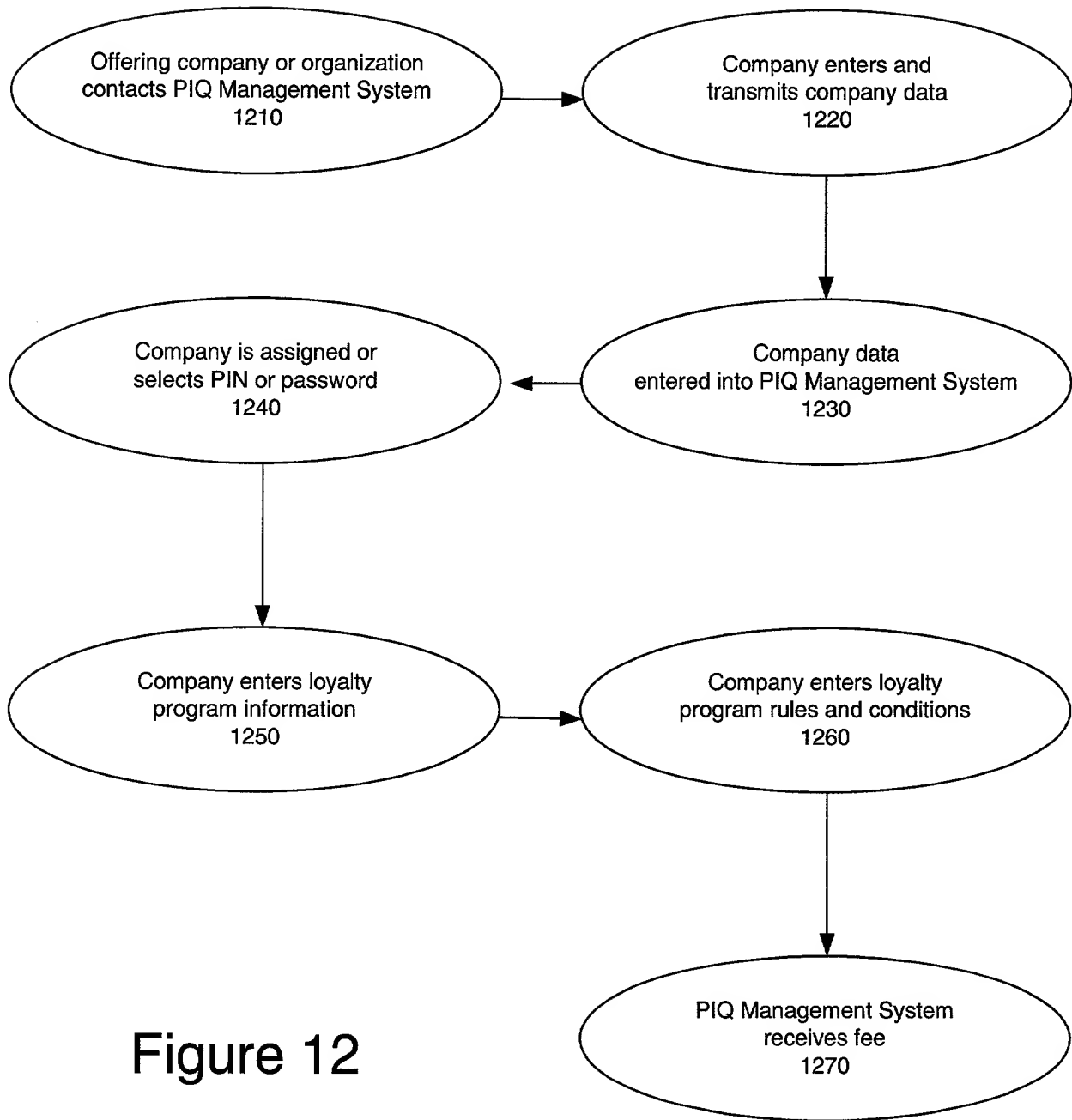


Figure 12